



Reach out to Your Community! You could...

- Visit elementary and middle schools in the community to start traffic safety education early
- Volunteer at local hospitals and pass out traffic safety coloring books to the children
- Work with the local news station to spread the word about campaign messages and goals
- Contact your local paper to cover campaign events
- Set up an interview with the local radio station, parents and students might even hear it on the way to school
- Get parents involved with the Ford Driving Skills for Life Parent Letter and take the safe driving pledge together
- Create a Facebook or Twitter page to share campaign events, photos, and results
- Reach out to local, state, or national SADD (Students Against Destructive Decisions) chapters to share campaign ideas and gain support

Spreading your message throughout the community will allow your campaign to have a greater impact and is a great opportunity to showcase your leadership skills! How many other ways can you connect?